



# Breaking into the Movie Industry



A look at profitability for newcomers  
to the movie industry.



# Topics

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- **Genre** - Which genres are lowest risk/highest ROI?
- **Budget** - What range is likely to yield the highest return?
- **People** - Who has a track record of success and high ROI on their films?

# The Data

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- Movie Details
- People Directors, Actors, Producers etc.
- Budgets and Revenue

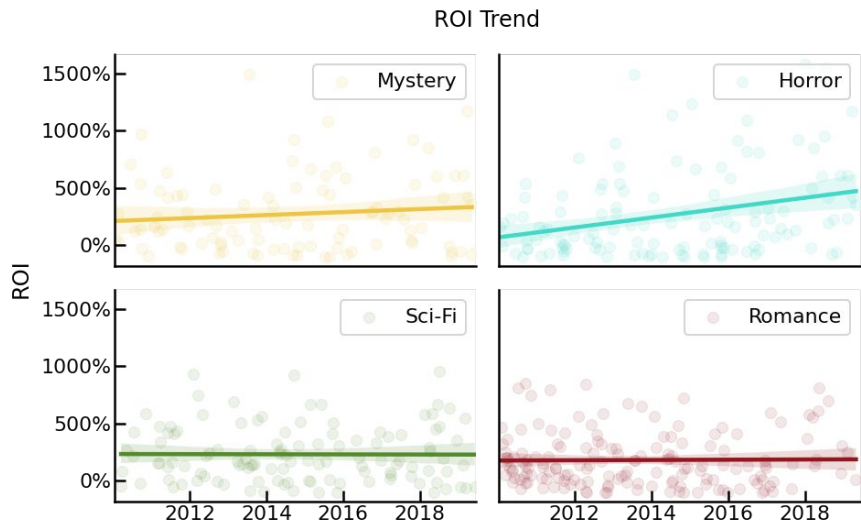
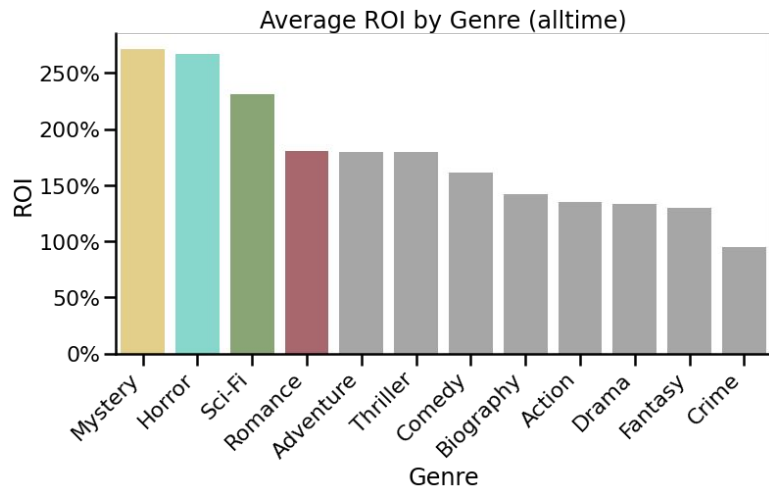


**Box Office Mojo**  
by IMDbPro



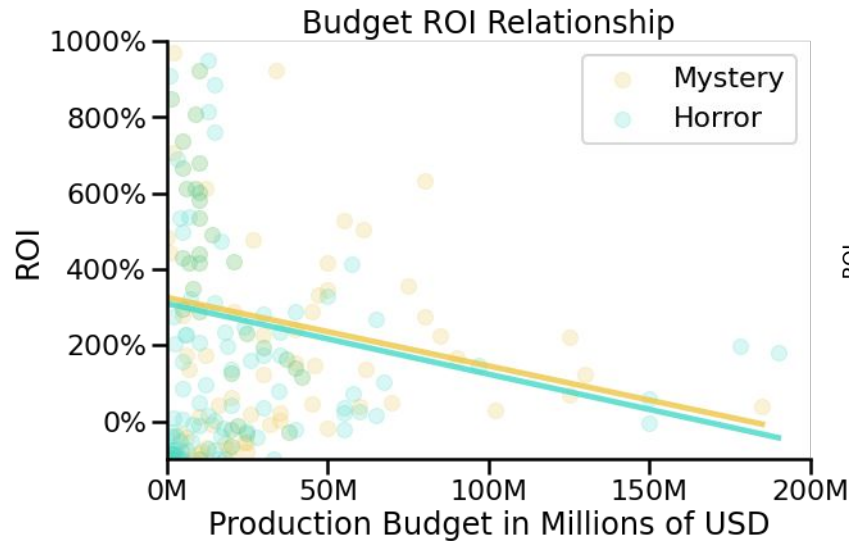
# Genre

- Horror and Mystery are the two top performing categories by ROI
- Both categories are showing a slight upward trend in profitability over time



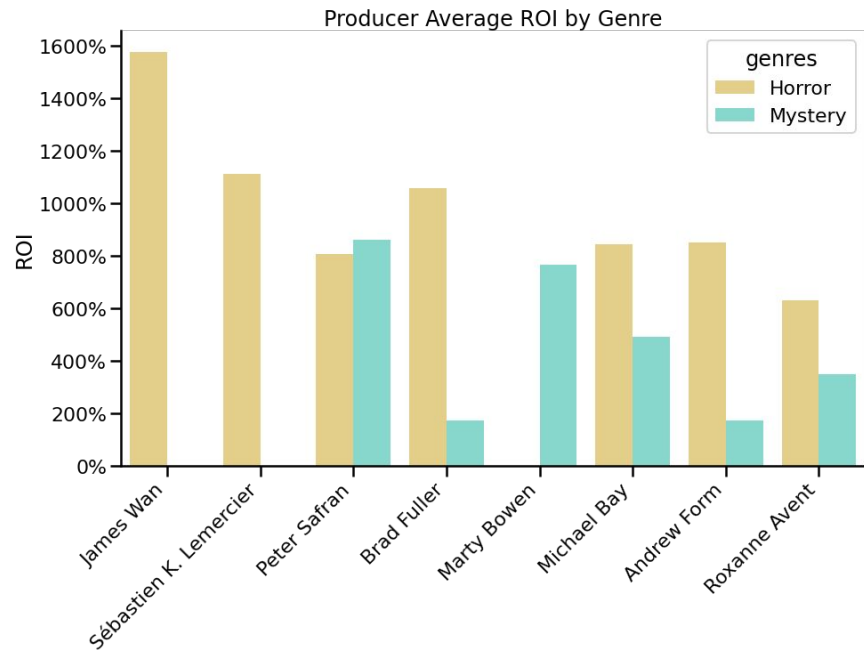
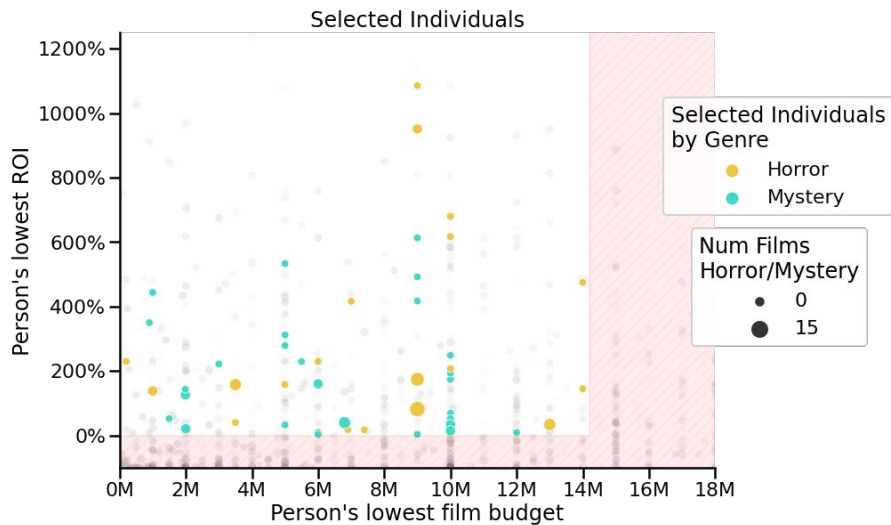
# Budget

- More is less for budget in these categories.
- \$6-14.2m ideal budget range for both Horror and Mystery



# Top Producers and Writers

- Filtered by num films, genre, positive ROI, and budget.
- Many films fall into both Horror and Mystery genres



# Summary of recommendation

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- Break into the movie industry with a horror or mystery film.
  - Benefits: High ROI, upward trend, moderate cost
- Spend between \$6m and \$14.2m USD
  - Benefits: Highest ROI, many experienced people available in this budget range
- Higher producer from the list of proven producers
  - Benefits: Proven track record, industry experience, connections

# Further Exploration

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- Which roles have higher impact on a movies success?
- Are there people who show high success working together?
- Percentage of profitable films by genre?





# Thank you



Do. Or do not. There is no try.  
—Yoda, *Star Wars Episode V*

